

Evaluation Criteria and Questions for Alameda Point Development Proposals **(Approved by City Council on November 5, 2013)**

Evaluation Criteria

- Consistency with the City's General Plan;
- Consistency with the anticipated or approved Zoning Amendment;
- Consistency with the anticipated or approved Town Center Plan;
- Consistency with the Conceptual Planning Guide for Alameda Point;
- Consistency with the anticipated or certified EIR for Alameda Point;
- Consistency with the City's Fiscal Neutrality Policy with greater attention paid to proposals that generate fiscal impacts beyond fiscal neutrality, resulting in positive net benefits to the City's General Fund; and
- Consistency with the anticipated or approved Master Infrastructure Plan for Alameda Point.
- Consistency with City's anticipated or approved Transportation Demand Management Plan;
- An applicant's demonstrated track record of successful development, including:
 - sustainable development;
 - sensitive to environmental protection;
 - aggressive transportation strategies;
 - effective community outreach;
 - delivery of development consistent with schedule and budget; and
 - ability and experience responding creatively to changing conditions; and
 - implementation of project stabilization agreements
- An applicant's demonstrated financial capacity for proposed development, including:
 - company structure that promotes timely responsiveness to City relationship and concerns; and
 - available funding and access to funding commensurate with size and complexity of proposed project.

Evaluation Questions

- What is project proponent's experience in managing/implementing similar projects of same or larger scale?
- How much equity is project proponent bringing into proposed project?
- Does proponent have verifiable financial commitments or contributions for this and for past projects: equity investors?
- Does proponent have verifiable financial commitments or contributions for this and for past projects: lenders?
- Does proponent have verifiable financial commitments or contributions for this and for past projects: other sources of capital?
- What is the proponent's objective in pursuing the project: get entitlements, other project approvals, and then sell to others?
- What is the proponent's objective in pursuing the project: get entitlements, other project approvals, build the project, and then sell?
- What is the proponent's objective in pursuing the project: get entitlements, other project approvals, build the project, and hold/manage/directly operate the project?

- Has the proponent conducted an initial assessment of above-the-ground soft and hard costs of project, and what were the basis for such?
- Has the proponent conducted an initial market feasibility analysis demonstrating how proposed project is positioned relative to market demand/market supply, particular competitive projects in the pipeline, competition in general, target rents, and, if applicable, sales prices?
- Does the proponent have any experience in developing/building at a former military base?
- What is the proponent's corporate organization: publicly-traded development company? Privately-held development company? Sole proprietorship? Working out of garage converted into office?
- What are the proponent's corporate financial indicators, in terms of dollar volume of corporate-wide-economic activity (annual revenues, corporate net worth, corporate assets, corporate liabilities, annual net profit, cumulative retained earnings, etc.) for each year for the past five years?
- What contracts or agreements (tentative or otherwise) has the project proponent entered into (and with whom) for purposes of pursuing the project?
- Who is on the proponent's project development team, with resumes, and how long has the proponent worked with team members who are architects, engineers, land planners, and construction?
- Does the proponent have references?
- Has project proponent read any or all key planning documents? What parts of any of the planning documents for Alameda Point does the proposed project address, particularly the NAS Alameda Community Reuse Plan or the SOM Town Center and Waterfront Precise Plan Conceptual Framework?
- Within any broad land-use categories such as residential, commercial, industrial or mixed, what particular market niches will this serve?